

WHAT WORRIES THE



September 2018

GAME CHANGERS



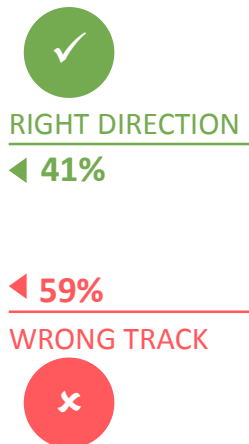
US SUMMARY: SEPTEMBER 2018

The majority (59%) of Americans think things in the country are on the wrong track.

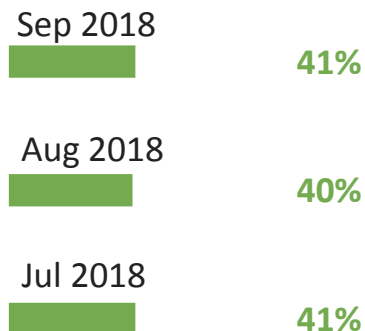
Healthcare currently occupies the top spot for concern with 36% saying this.

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

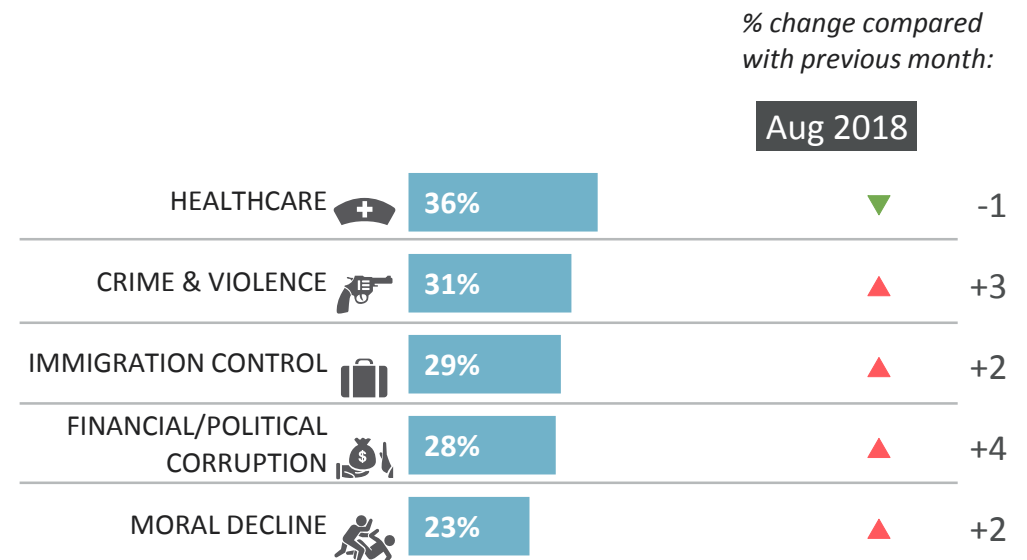
**RIGHT DIRECTION/
WRONG TRACK**
September 2018



RIGHT DIRECTION



Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of American adults aged 18-64. c.1000 per month

Source: Global Advisor

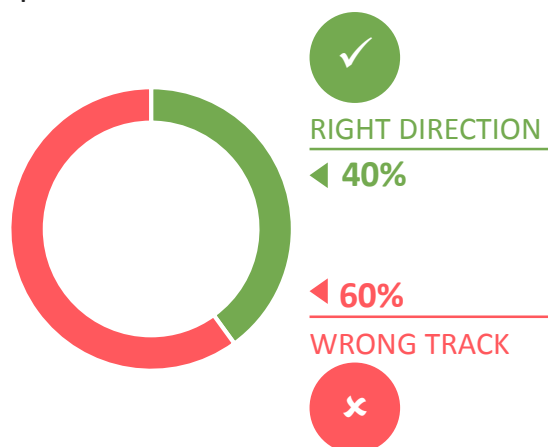
WORLD SUMMARY: SEPTEMBER 2018

The majority (60%) of people around the world think things in their country are on the wrong track.

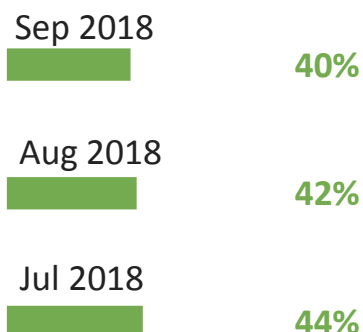
Financial/political corruption currently occupies the top spot for global concern with 34% saying this.

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

**RIGHT DIRECTION/
WRONG TRACK**
September 2018



RIGHT DIRECTION



Which three of the following topics do you find the most worrying in your country?*

			% change compared with previous month:	
			Aug 2018	
FINANCIAL/POLITICAL CORRUPTION		34%	▲	+1
UNEMPLOYMENT		33%	=	
POVERTY & SOCIAL INEQUALITY		33%	▼	-1
CRIME & VIOLENCE		31%	▼	-1
HEALTHCARE		24%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month

Source: Global Advisor

*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.



RIGHT

DIRECTION

WRONG

TRACK

- Country comparisons
- Trends over time: US
- Trends over time: World

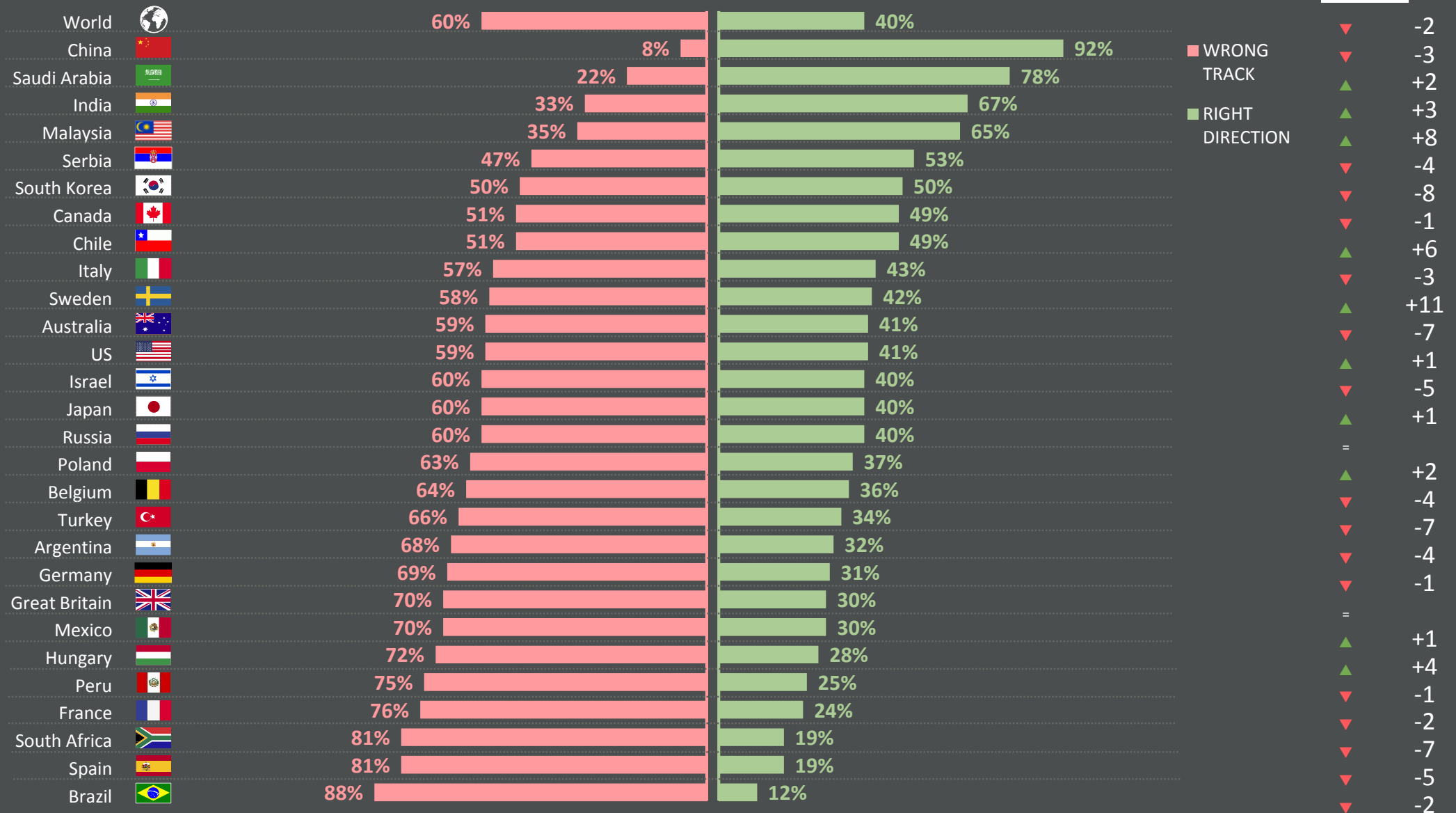
COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Aug 2018



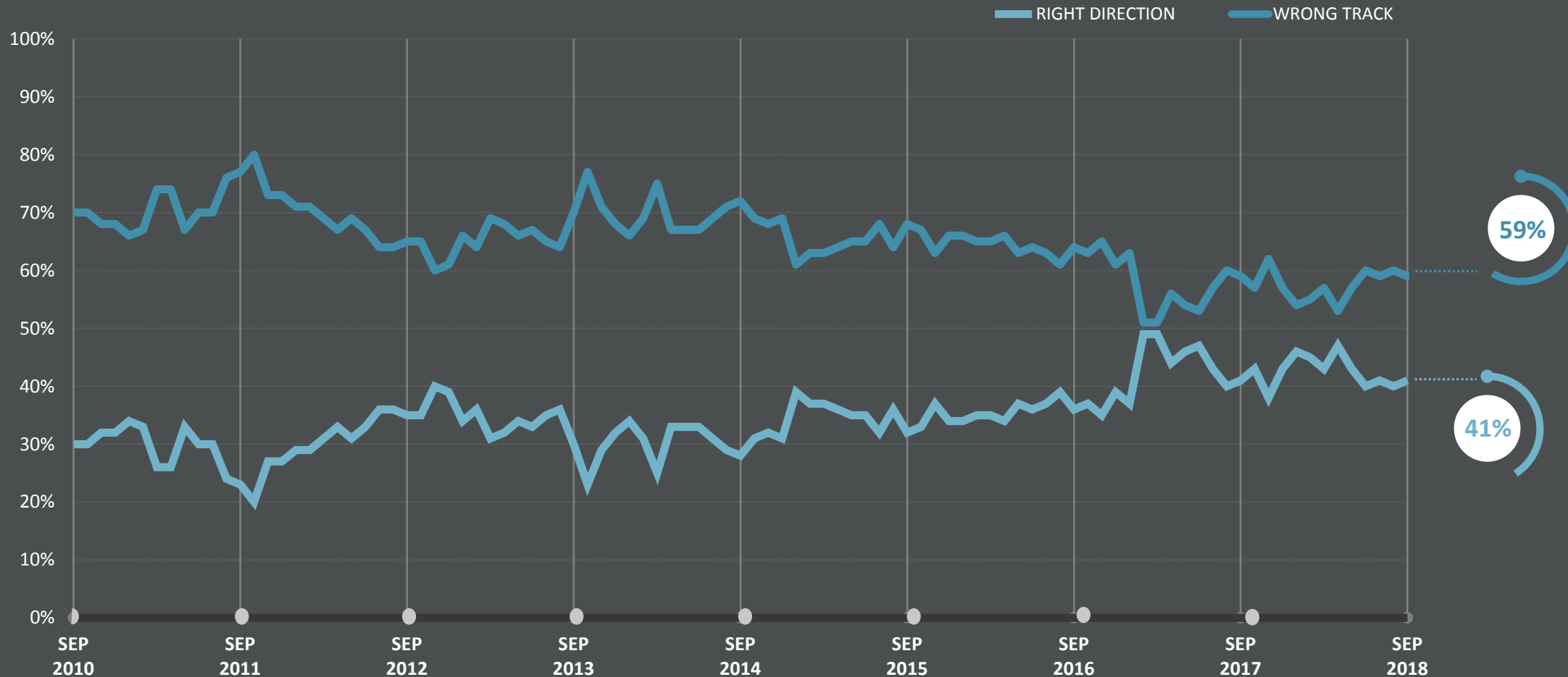
Base: Representative sample of 20,787 adults aged 16-64 in 28 participating countries, August 24th 2018 - September 7th 2018.

Source: Global Advisor

World Worries | September 2018 | Version 1 | Public | © Ipsos 2018

US: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

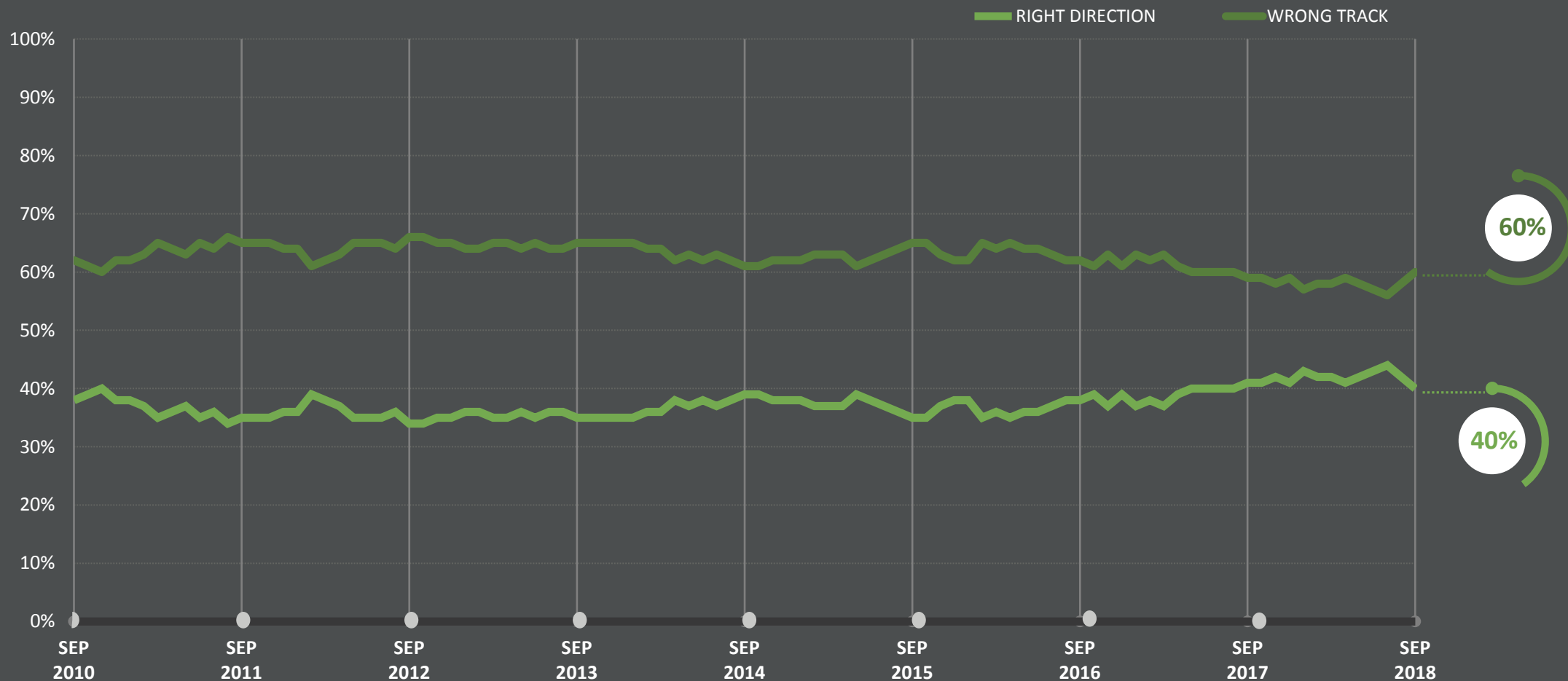


Base: Representative sample of American adults aged 18-64. c.1000 per month

Source: Global Advisor

WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor



US

WORRIES

- US top worries
- World's top worries
- Trends over time for worries: US & world

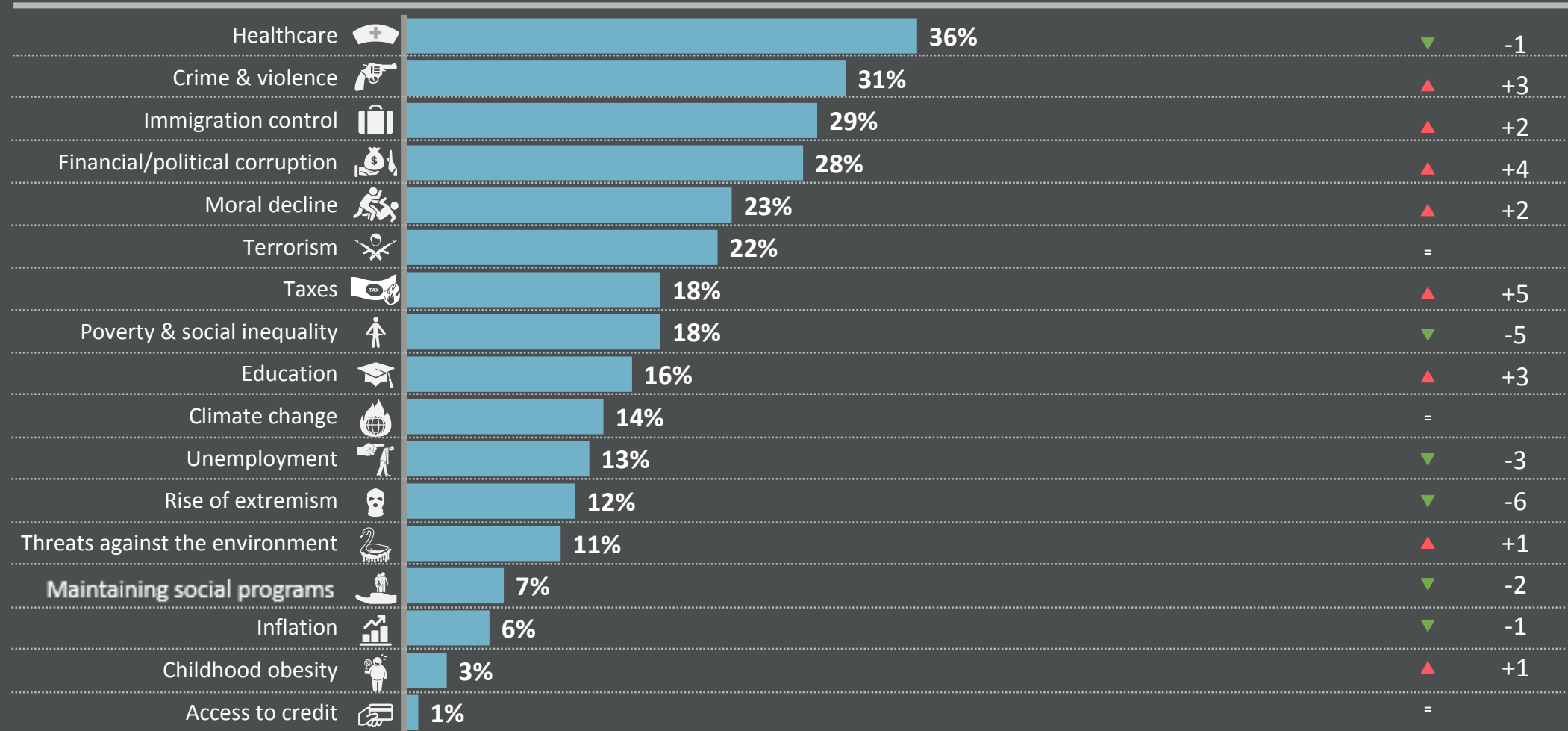
US WORRIES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Mentioned in September 2018 (%)

Aug 2018



Base: Representative sample of American adults aged 18-64. September 2018: 1,000; August 2018: 1,000.

Source: Global Advisor

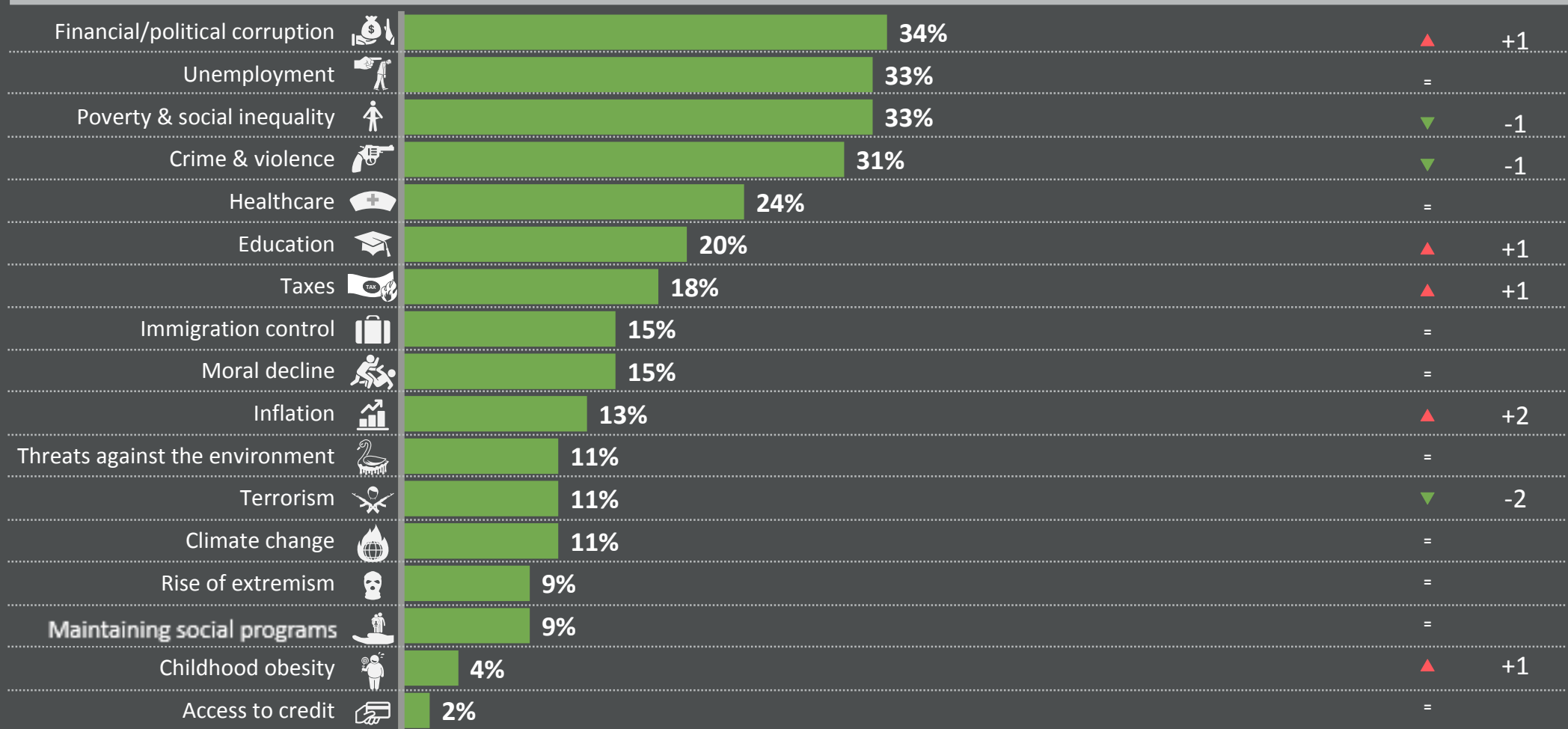
WORLD WORRIES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Mentioned in September 2018 (%)

Aug 2018

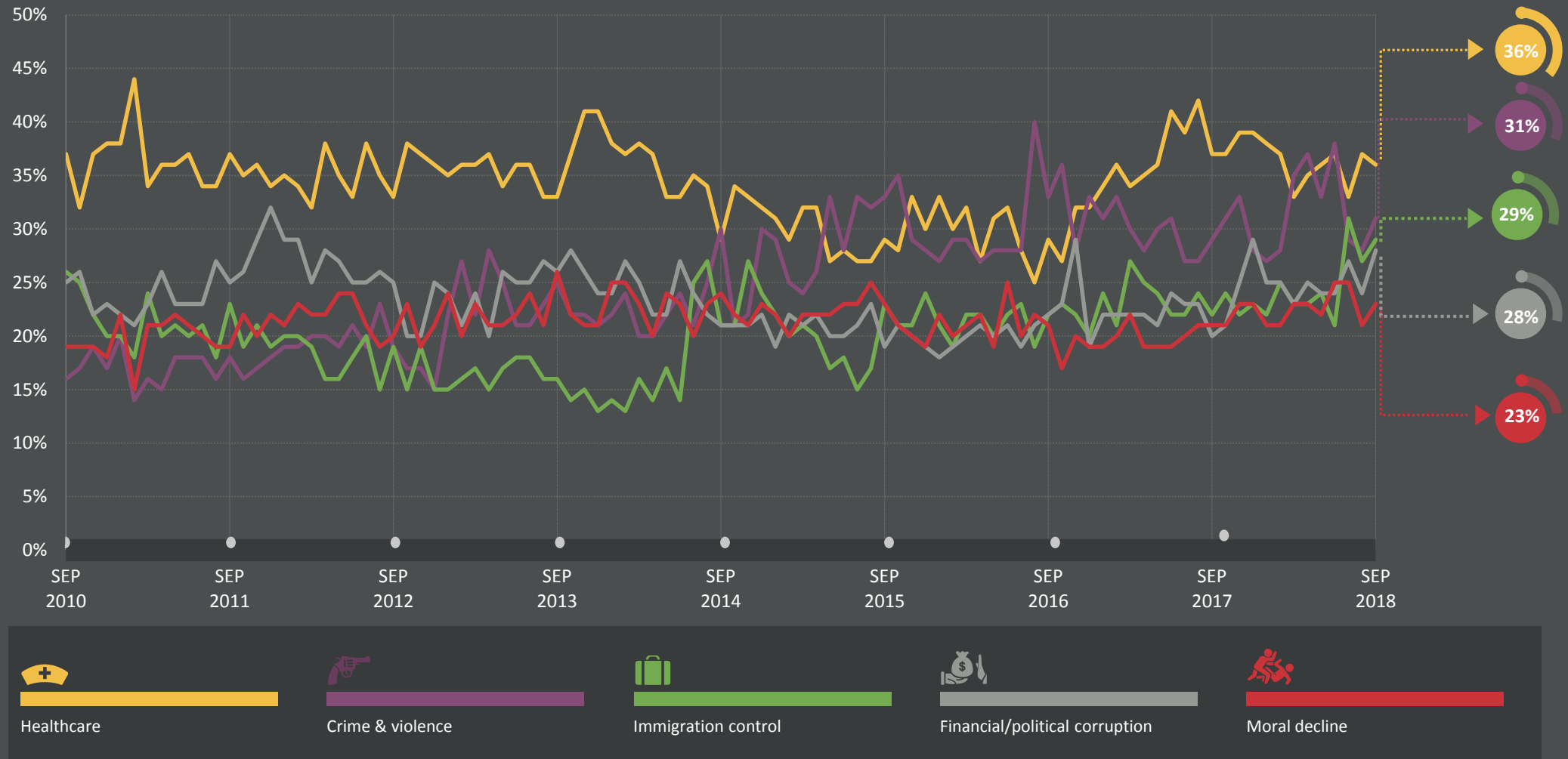


Base: Representative sample of adults aged 16-64. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

US CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

Which three of the following topics do you find the most worrying in your country?

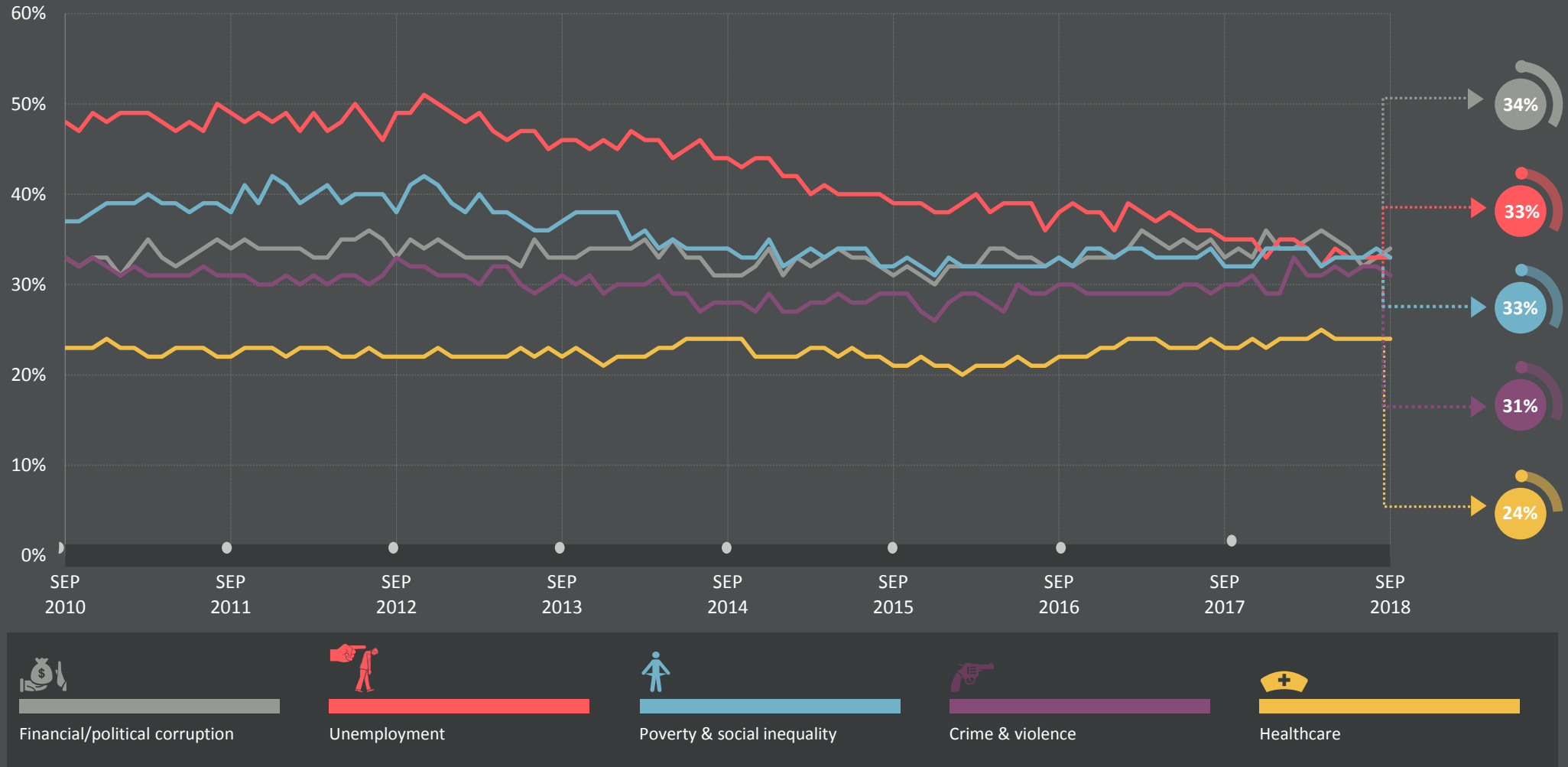


Base: Representative sample of American adults aged 18-64. c.1000 per month

Source: Global Advisor

THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month.

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of US top 5 concerns

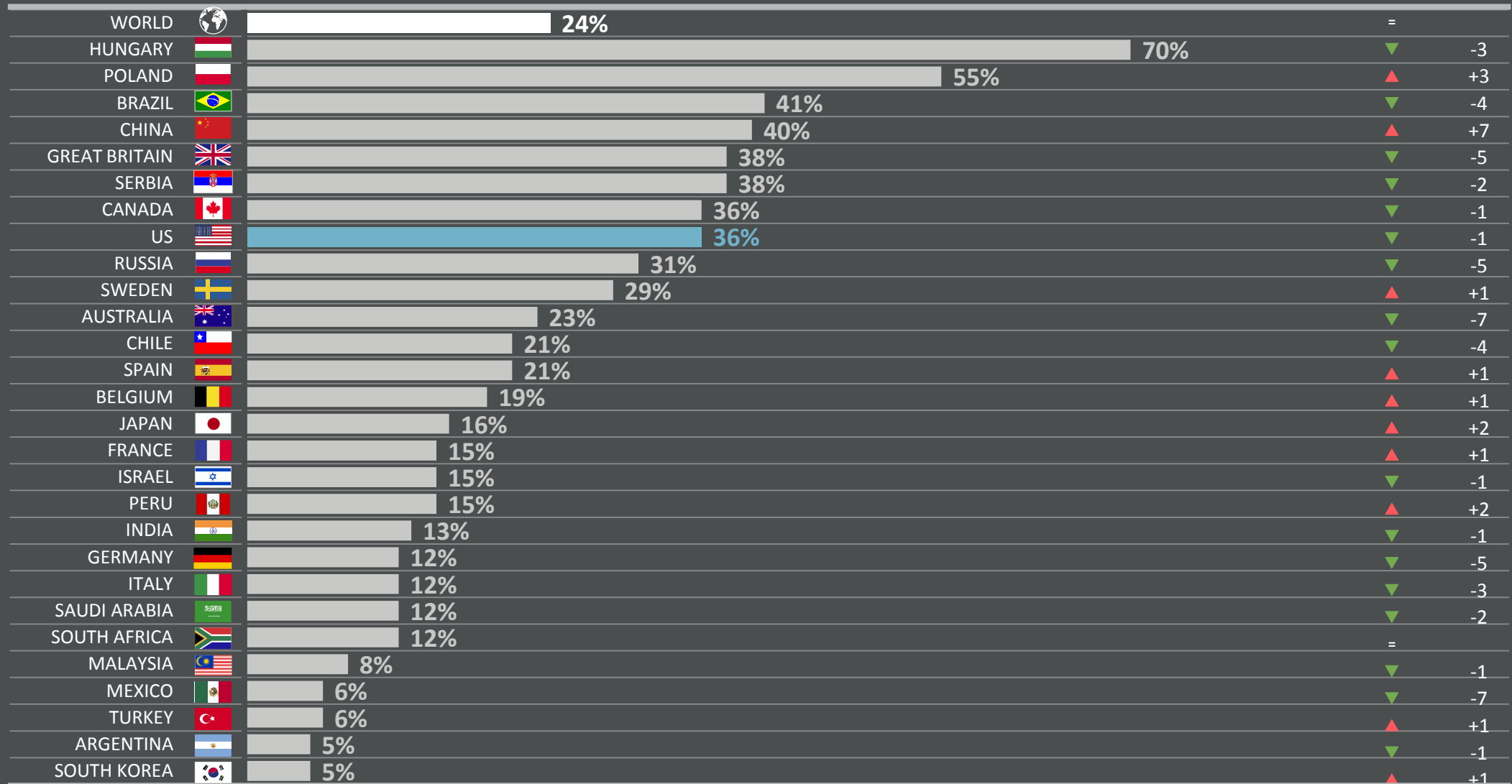
1 | HEALTHCARE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

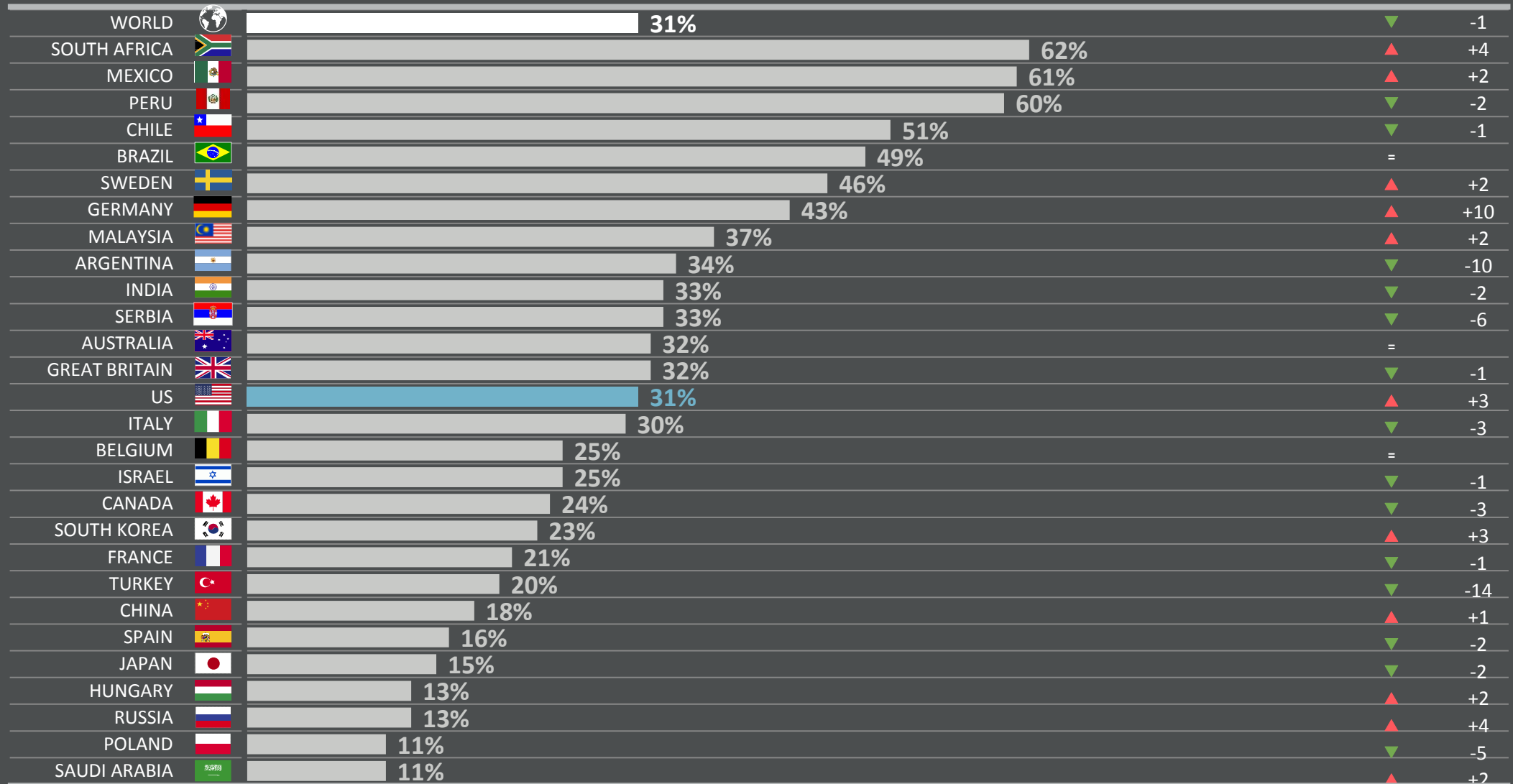
2 | CRIME & VIOLENCE

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

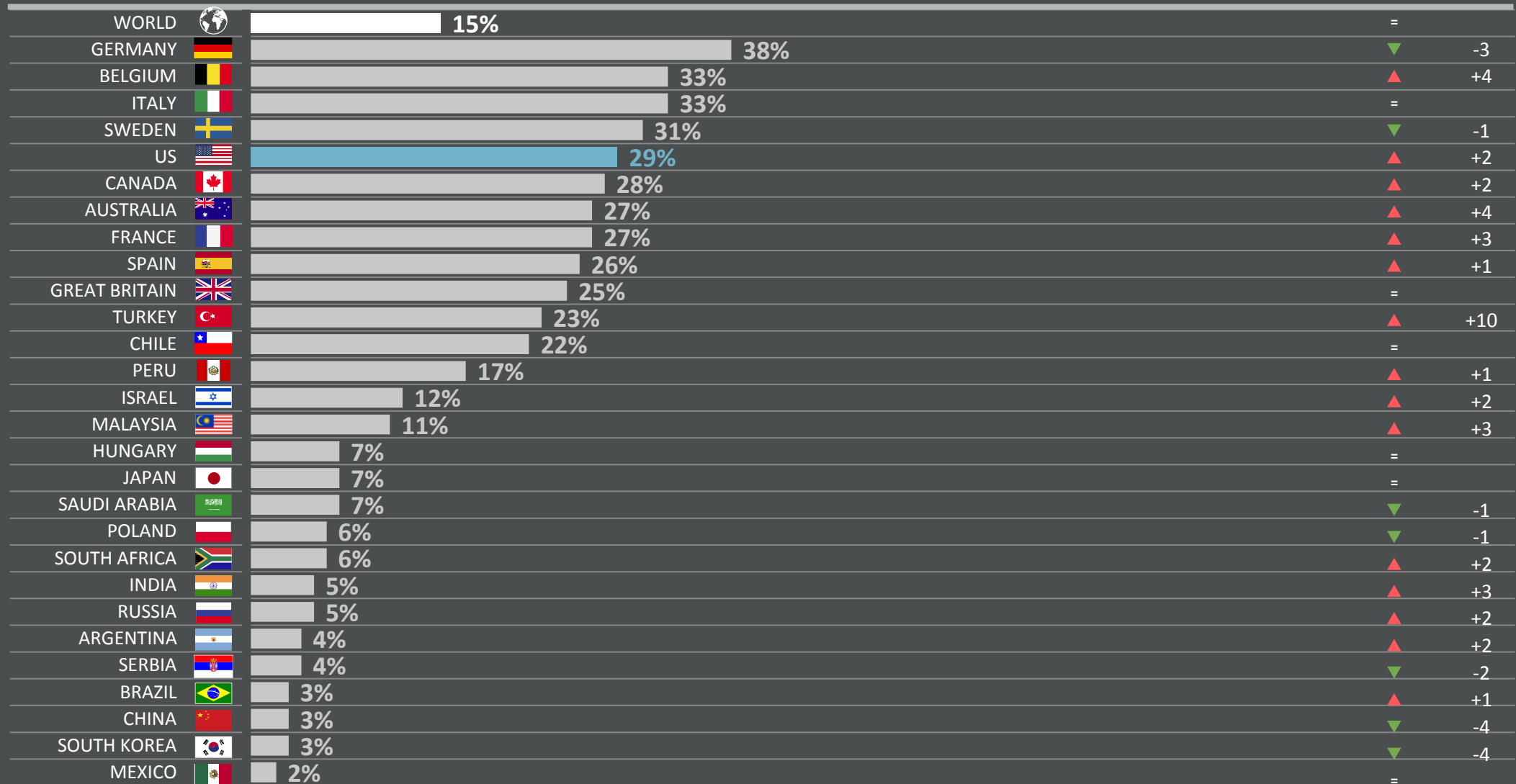
3 | IMMIGRATION CONTROL

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

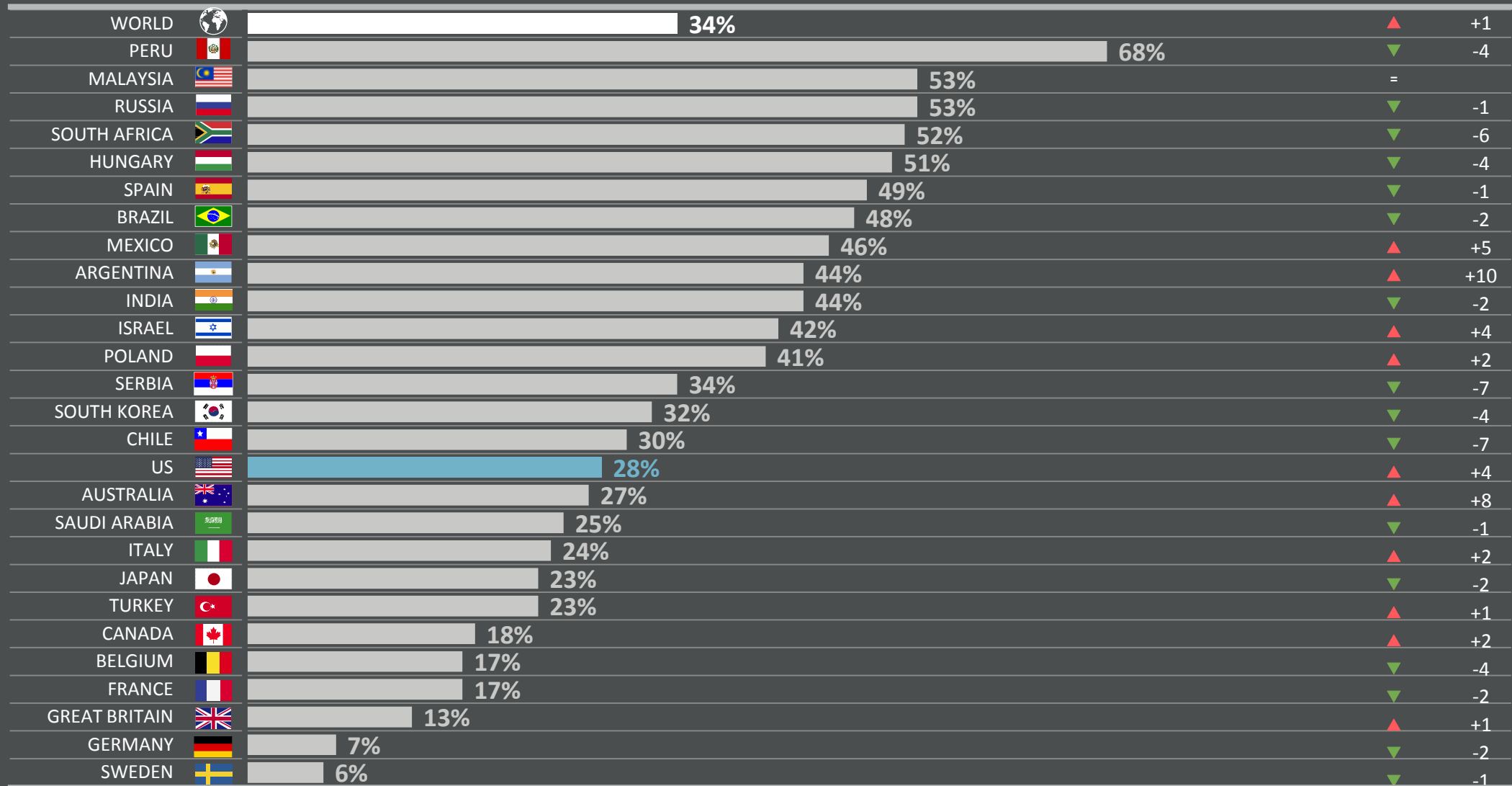
4 | FINANCIAL/POLITICAL CORRUPTION

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

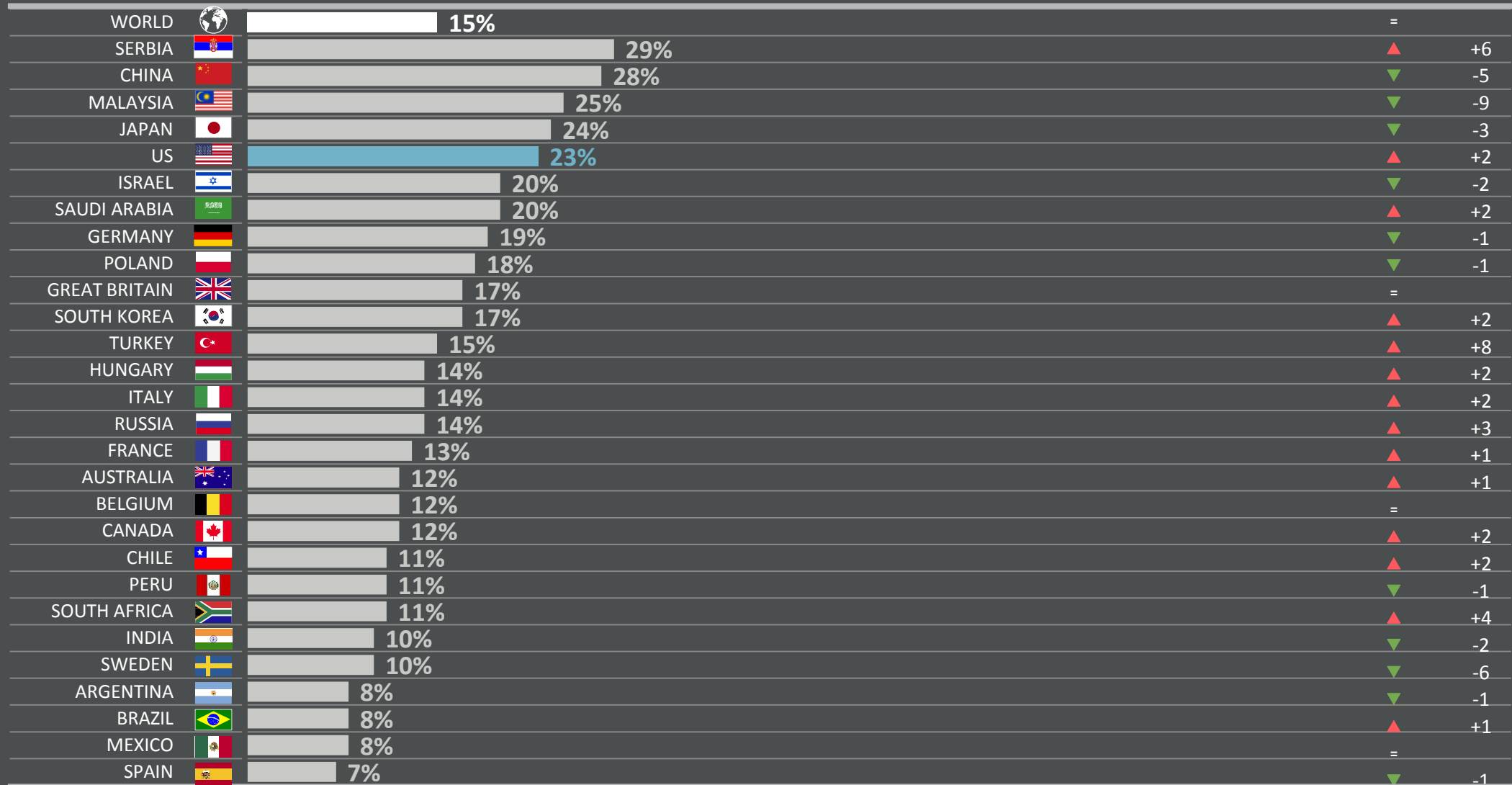
5 | MORAL DECLINE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

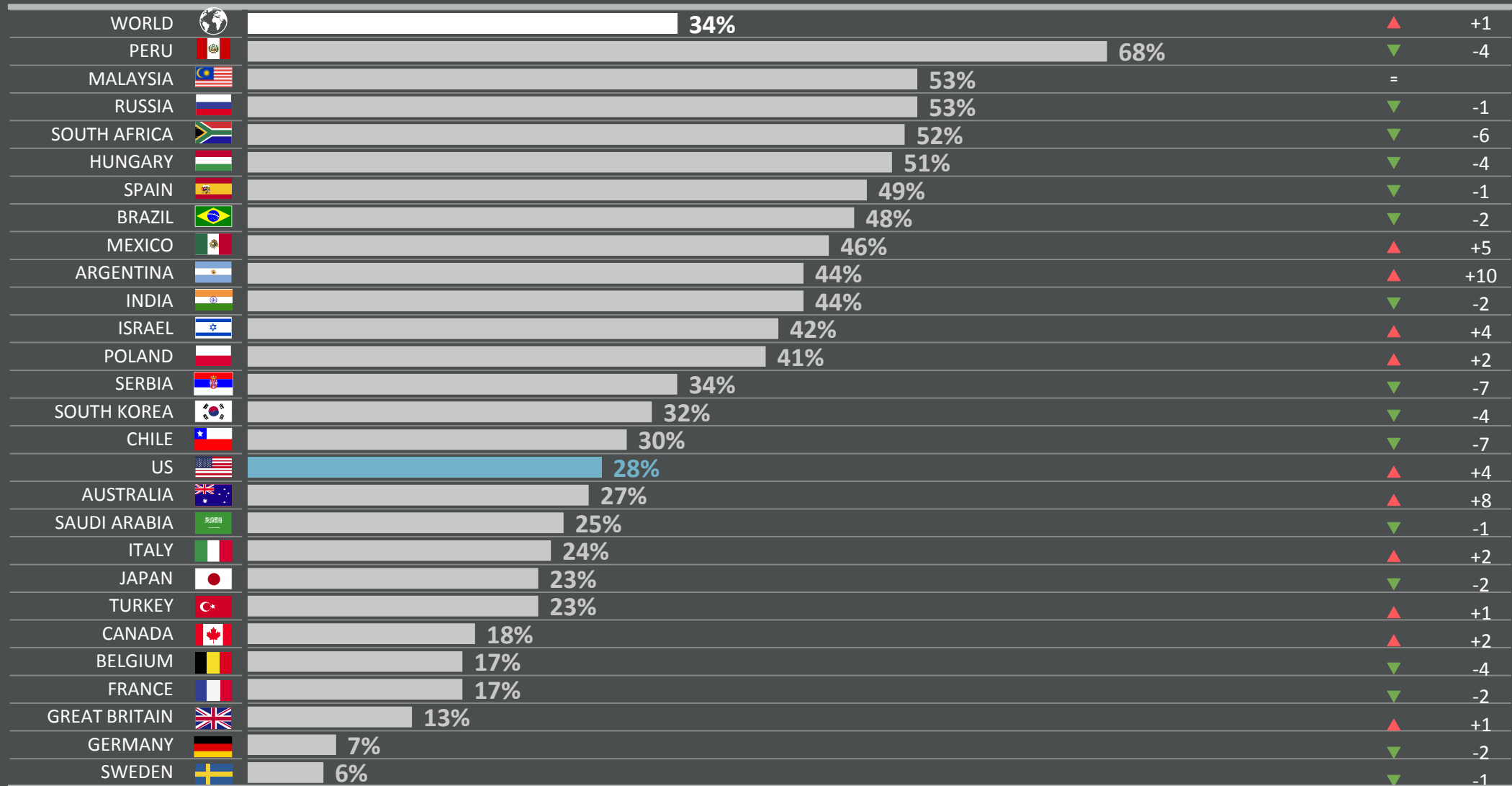
1 | FINANCIAL/POLITICAL CORRUPTION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

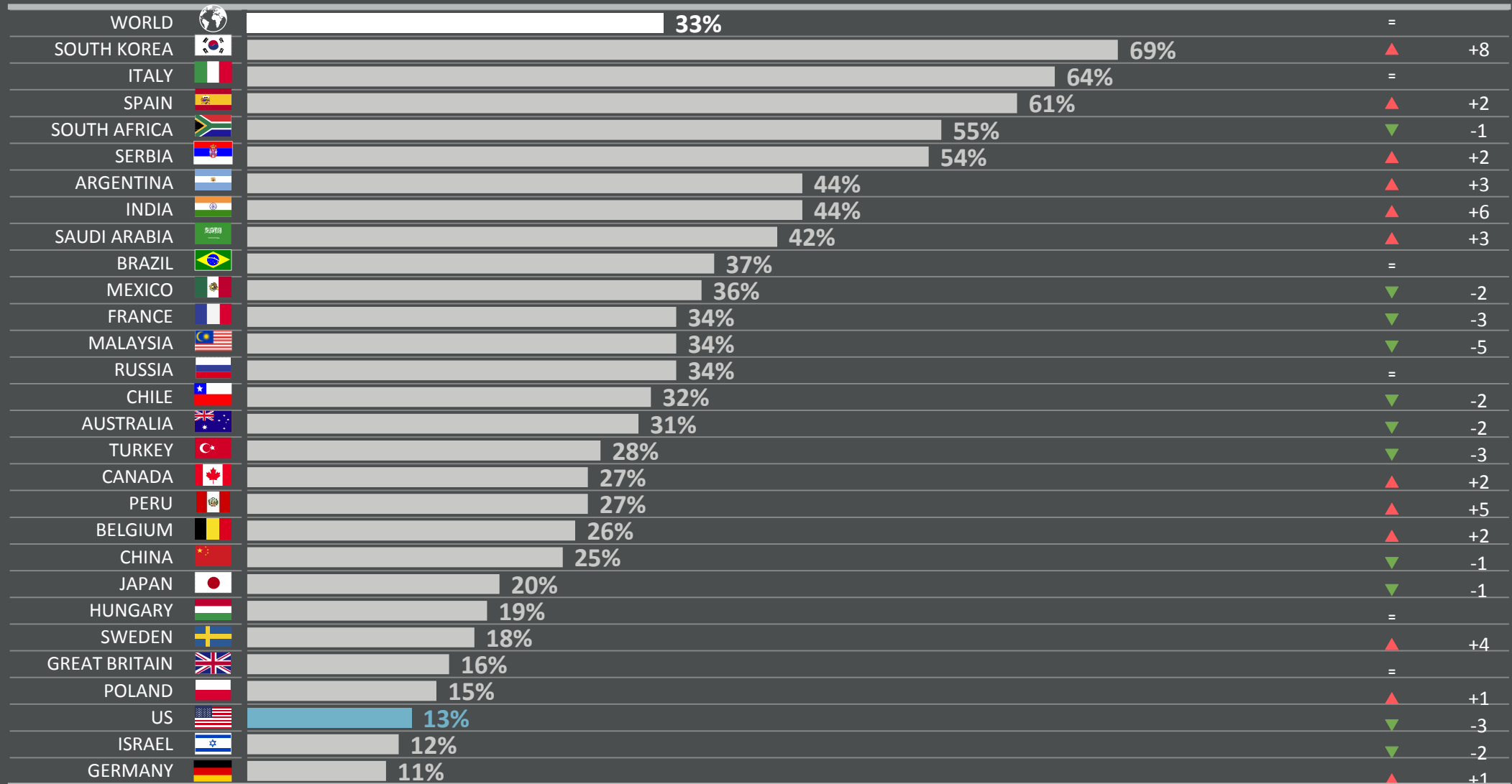
2 | UNEMPLOYMENT AND JOBS

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

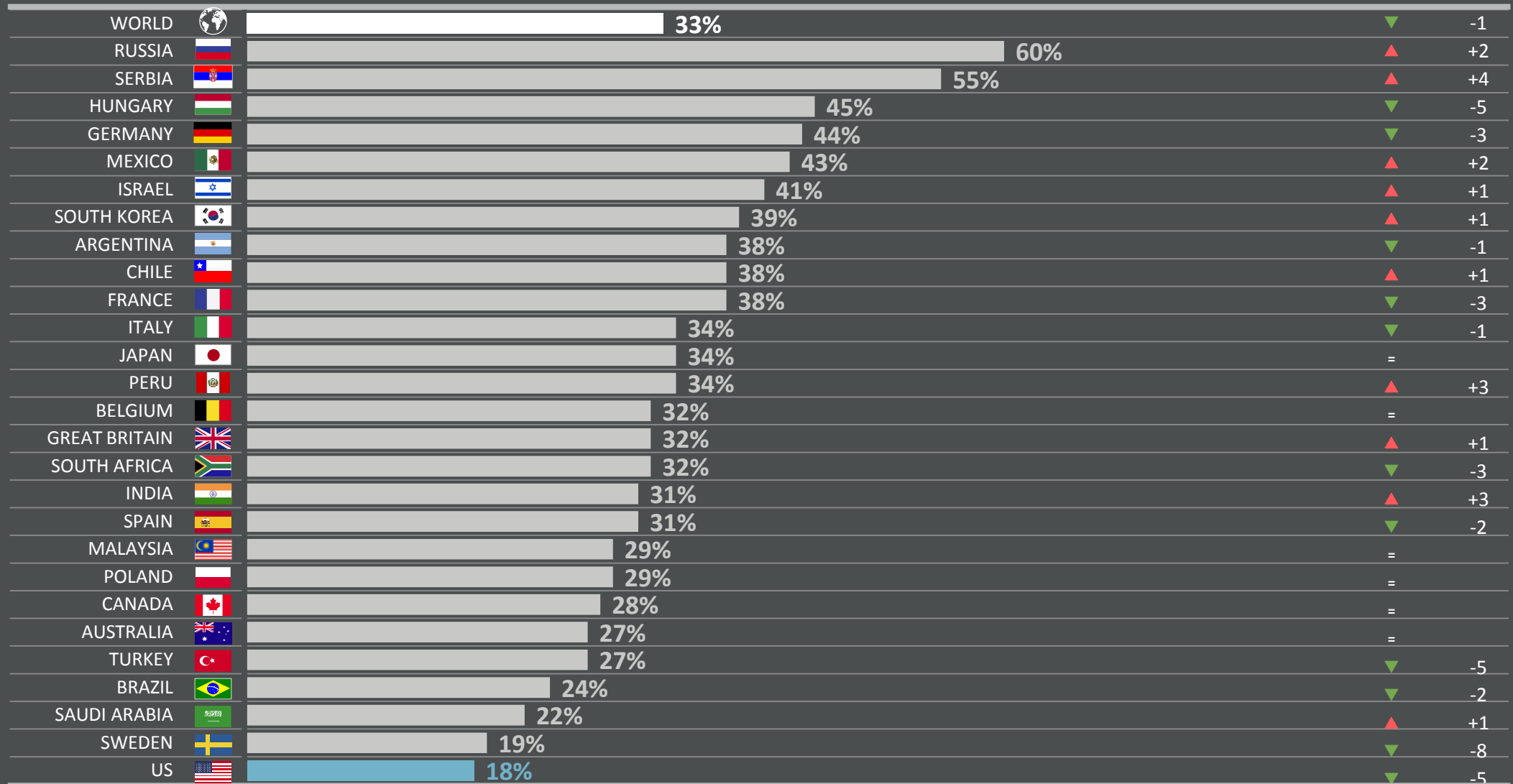
3 | POVERTY & SOCIAL INEQUALITY

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

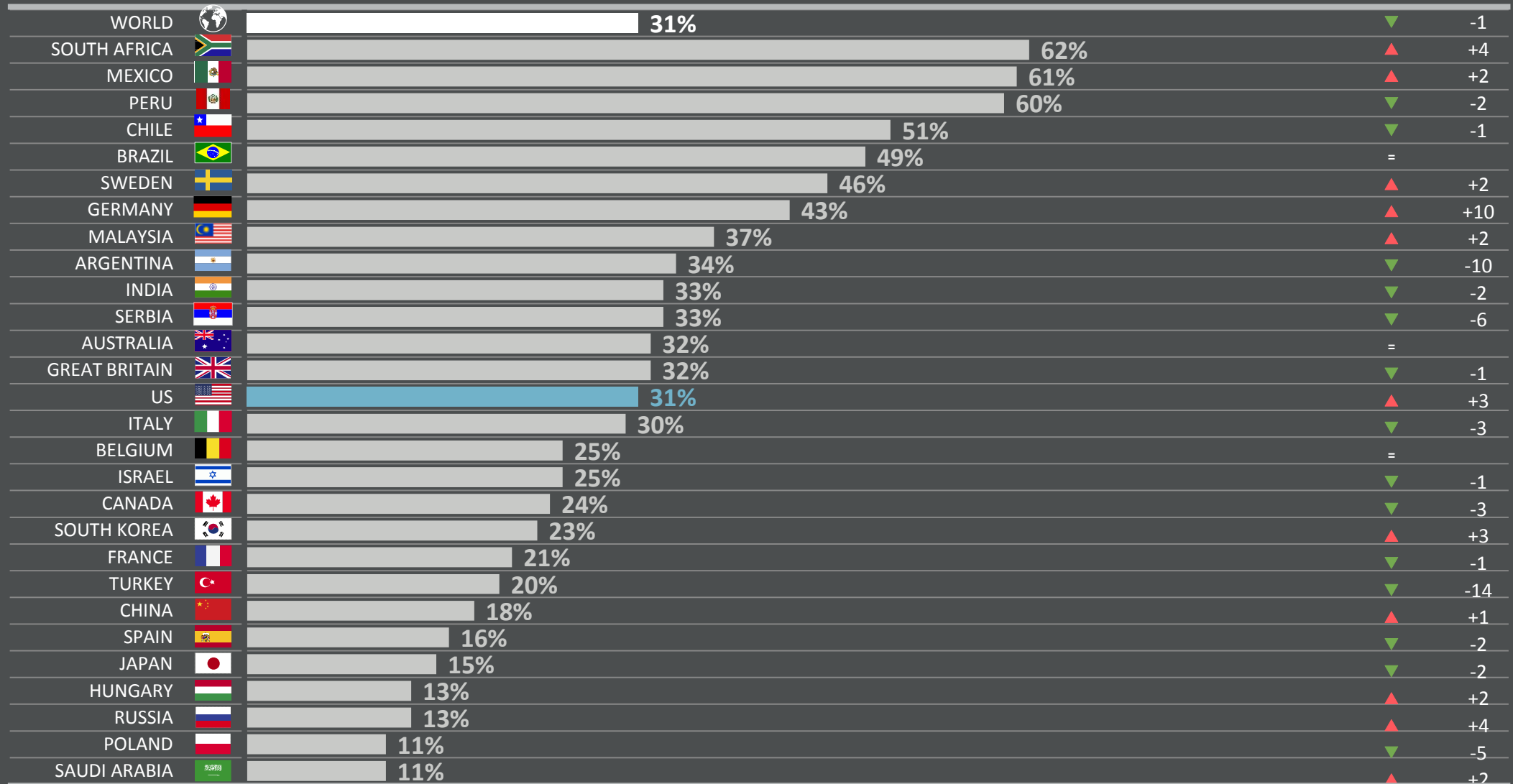
4 | CRIME & VIOLENCE

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























5 | HEALTHCARE

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		24%	=	
HUNGARY		70%	▼	-3
POLAND		55%	▲	+3
BRAZIL		41%	▼	-4
CHINA		40%	▲	+7
GREAT BRITAIN		38%	▼	-5
SERBIA		38%	▼	-2
CANADA		36%	▼	-1
US		36%	▼	-1
RUSSIA		31%	▼	-5
SWEDEN		29%	▲	+1
AUSTRALIA		23%	▼	-7
CHILE		21%	▼	-4
SPAIN		21%	▲	+1
BELGIUM		19%	▲	+1
JAPAN		16%	▲	+2
FRANCE		15%	▲	+1
ISRAEL		15%	▼	-1
PERU		15%	▲	+2
INDIA		13%	▼	-1
GERMANY		12%	▼	-5
ITALY		12%	▼	-3
SAUDI ARABIA		12%	▼	-2
SOUTH AFRICA		12%	=	
MALAYSIA		8%	▼	-1
MEXICO		6%	▼	-7
TURKEY		6%	▲	+1
ARGENTINA		5%	▼	-1
SOUTH KOREA		5%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

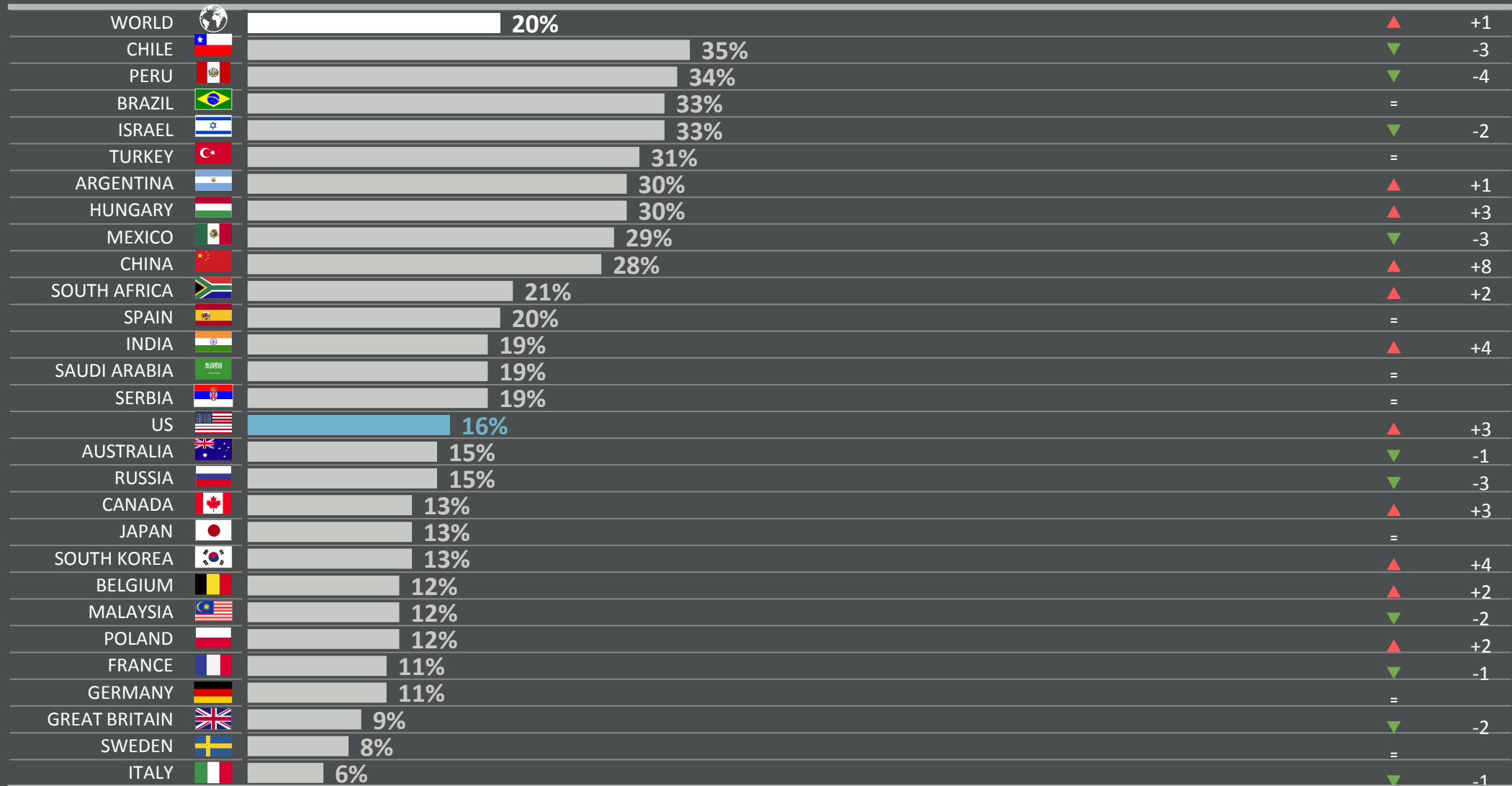
6 | EDUCATION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor





























7 | TAXES

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		18%	▲	+1
SAUDI ARABIA		33%	▲	+4
CANADA		32%	▼	-4
ITALY		31%	▲	+1
POLAND		30%	=	
BELGIUM		29%	▼	-4
FRANCE		29%	▲	+5
MALAYSIA		29%	▲	+11
JAPAN		26%	▲	+1
BRAZIL		22%	=	
TURKEY		22%	=	
ISRAEL		19%	▲	+1
ARGENTINA		18%	▼	-4
SOUTH KOREA		18%	=	
US		18%	▲	+5
AUSTRALIA		17%	=	
RUSSIA		17%	▼	-4
SOUTH AFRICA		16%	▲	+1
INDIA		15%	▼	-2
SPAIN		15%	=	
SWEDEN		14%	▲	+6
MEXICO		13%	▼	-1
GERMANY		8%	▲	+1
GREAT BRITAIN		7%	▼	-2
HUNGARY		7%	▲	+1
SERBIA		6%	=	
CHILE		5%	=	
PERU		4%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























8 | IMMIGRATION CONTROL

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		15%	=	
GERMANY		38%	▼	-3
BELGIUM		33%	▲	+4
ITALY		33%	=	
SWEDEN		31%	▼	-1
US		29%	▲	+2
CANADA		28%	▲	+2
AUSTRALIA		27%	▲	+4
FRANCE		27%	▲	+3
SPAIN		26%	▲	+1
GREAT BRITAIN		25%	=	
TURKEY		23%	▲	+10
CHILE		22%	=	
PERU		17%	▲	+1
ISRAEL		12%	▲	+2
MALAYSIA		11%	▲	+3
HUNGARY		7%	=	
JAPAN		7%	=	
SAUDI ARABIA		7%	▼	-1
POLAND		6%	▼	-1
SOUTH AFRICA		6%	▲	+2
INDIA		5%	▲	+3
RUSSIA		5%	▲	+2
ARGENTINA		4%	▲	+2
SERBIA		4%	▼	-2
BRAZIL		3%	▲	+1
CHINA		3%	▼	-4
SOUTH KOREA		3%	▼	-4
MEXICO		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























9 | MORAL DECLINE

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		15%	=	
SERBIA		29%	▲	+6
CHINA		28%	▼	-5
MALAYSIA		25%	▼	-9
JAPAN		24%	▼	-3
US		23%	▲	+2
ISRAEL		20%	▼	-2
SAUDI ARABIA		20%	▲	+2
GERMANY		19%	▼	-1
POLAND		18%	▼	-1
GREAT BRITAIN		17%	=	
SOUTH KOREA		17%	▲	+2
TURKEY		15%	▲	+8
HUNGARY		14%	▲	+2
ITALY		14%	▲	+2
RUSSIA		14%	▲	+3
FRANCE		13%	▲	+1
AUSTRALIA		12%	▲	+1
BELGIUM		12%	=	
CANADA		12%	▲	+2
CHILE		11%	▲	+2
PERU		11%	▼	-1
SOUTH AFRICA		11%	▲	+4
INDIA		10%	▼	-2
SWEDEN		10%	▼	-6
ARGENTINA		8%	▼	-1
BRAZIL		8%	▲	+1
MEXICO		8%	=	
SPAIN		7%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























10 | INFLATION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		13%	▲	+2
ARGENTINA		64%	▲	+6
TURKEY		42%	▲	+17
CHINA		32%	▲	+8
MEXICO		22%	▲	+7
RUSSIA		20%	▲	+1
AUSTRALIA		18%	▲	+6
MALAYSIA		18%	▲	+6
SOUTH AFRICA		18%	▲	+5
SAUDI ARABIA		14%	=	
CANADA		12%	▼	-1
GREAT BRITAIN		11%	=	
INDIA		11%	=	
BRAZIL		9%	▲	+1
SOUTH KOREA		9%	▼	-1
BELGIUM		7%	▲	+2
JAPAN		7%	▲	+2
FRANCE		6%	▲	+3
POLAND		6%	▼	-1
US		6%	▼	-1
HUNGARY		5%	▼	-1
CHILE		4%	=	
ITALY		4%	▲	+1
PERU		4%	▼	-1
GERMANY		3%	▼	-1
ISRAEL		3%	=	
SERBIA		2%	▲	+1
SPAIN		2%	▼	-1
SWEDEN		2%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























11 | THREATS AGAINST THE ENVIRONMENT

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		11%	=	
CHINA		38%	=	
CHILE		18%	▲	+9
FRANCE		18%	▲	+4
SWEDEN		17%	▼	-1
INDIA		16%	=	
BELGIUM		15%	=	
GERMANY		13%	▼	-3
POLAND		13%	▲	+3
CANADA		12%	▲	+1
AUSTRALIA		11%	▼	-3
GREAT BRITAIN		11%	▲	+2
JAPAN		11%	=	
US		11%	▲	+1
SAUDI ARABIA		10%	=	
MEXICO		9%	▼	-5
SOUTH KOREA		9%	▼	-6
ITALY		8%	▲	+2
MALAYSIA		8%	▲	+1
PERU		8%	=	
SERBIA		8%	▲	+1
HUNGARY		7%	▲	+3
RUSSIA		7%	▼	-1
ISRAEL		6%	=	
TURKEY		5%	▲	+3
BRAZIL		4%	▼	-2
SPAIN		4%	▼	-1
SOUTH AFRICA		2%	▼	-2
ARGENTINA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























12 | TERRORISM

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		11%	▼	-2
ISRAEL		38%	▼	-4
TURKEY		32%	▼	-4
FRANCE		27%	▼	-5
GREAT BRITAIN		26%	▲	+1
GERMANY		24%	▲	+2
US		22%	=	
BELGIUM		21%	▼	-3
INDIA		21%	▼	-1
SAUDI ARABIA		18%	▼	-2
SWEDEN		13%	▲	+1
SPAIN		11%	▲	+3
AUSTRALIA		9%	▼	-6
CANADA		8%	▼	-5
ITALY		7%	▲	+1
MALAYSIA		7%	▼	-3
CHINA		6%	▼	-7
JAPAN		5%	▼	-1
POLAND		5%	▲	+2
PERU		5%	▲	+1
MEXICO		4%	=	
HUNGARY		3%	▲	+1
RUSSIA		3%	▼	-1
SERBIA		3%	▲	+1
CHILE		2%	=	
SOUTH AFRICA		2%	=	
ARGENTINA		1%	=	
BRAZIL		1%	=	
SOUTH KOREA		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























13 | CLIMATE CHANGE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		11%	=	
JAPAN		34%	▲	+3
CHINA		28%	▼	-1
CANADA		20%	▼	-1
GERMANY		20%	▼	-2
AUSTRALIA		19%	=	
BELGIUM		19%	▲	+2
SWEDEN		19%	▼	-3
FRANCE		17%	▲	+2
INDIA		14%	▲	+2
US		14%	=	
GREAT BRITAIN		13%	▲	+2
SAUDI ARABIA		13%	▲	+1
SOUTH KOREA		11%	▼	-8
CHILE		9%	▲	+4
POLAND		9%	=	
HUNGARY		7%	▲	+5
SPAIN		7%	▲	+1
MEXICO		6%	▼	-2
ITALY		5%	=	
PERU		4%	=	
ISRAEL		3%	▲	+1
RUSSIA		3%	▲	+1
SERBIA		3%	=	
BRAZIL		2%	▲	+1
MALAYSIA		2%	▼	-1
TURKEY		2%	=	
ARGENTINA		1%	▼	-1
SOUTH AFRICA		1%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor





























14 | RISE OF EXTREMISM

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		9%	=	
GERMANY		30%	▲	+9
SWEDEN		26%	▼	-1
GREAT BRITAIN		20%	▲	+3
BELGIUM		18%	▲	+2
MALAYSIA		16%	▲	+2
FRANCE		15%	▼	-3
SPAIN		13%	▲	+3
ISRAEL		12%	▼	-5
POLAND		12%	▼	-4
US		12%	▼	-6
CANADA		9%	▲	+1
ITALY		9%	▲	+2
AUSTRALIA		8%	▼	-1
INDIA		8%	▼	-1
TURKEY		8%	=	
SAUDI ARABIA		6%	▼	-1
SOUTH KOREA		6%	=	
HUNGARY		5%	=	
SOUTH AFRICA		5%	▲	+1
JAPAN		4%	▼	-1
SERBIA		4%	▲	+1
ARGENTINA		3%	=	
BRAZIL		3%	=	
CHILE		3%	▼	-1
MEXICO		2%	▼	-1
PERU		2%	▲	+1
RUSSIA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor






























15 | MAINTAINING SOCIAL PROGRAMMES

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		9%	=	
JAPAN		33%	▲	+5
SOUTH KOREA		27%	▲	+7
CHINA		23%	=	
SWEDEN		21%	▼	-2
GREAT BRITAIN		17%	▲	+3
POLAND		16%	=	
ITALY		10%	▲	+2
AUSTRALIA		9%	=	
RUSSIA		9%	▼	-3
SAUDI ARABIA		9%	▲	+1
SPAIN		9%	▼	-1
ISRAEL		8%	▲	+3
BELGIUM		7%	=	
CANADA		7%	=	
SERBIA		7%	=	
US		7%	▼	-2
GERMANY		6%	▲	+1
HUNGARY		5%	▼	-4
FRANCE		4%	▼	-1
ARGENTINA		3%	▲	+1
BRAZIL		3%	▲	+1
CHILE		3%	▼	-1
INDIA		3%	=	
MEXICO		3%	=	
PERU		3%	▲	+1
MALAYSIA		2%	▲	+1
SOUTH AFRICA		2%	▲	+1
TURKEY		1%	▼	-4

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor





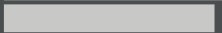


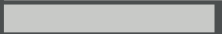


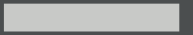


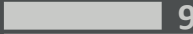


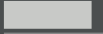

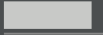



































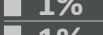

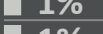

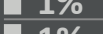

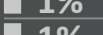

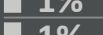







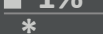

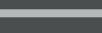

16 | CHILDHOOD OBESITY

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD			4%		+1
CHINA			12%		+4
SAUDI ARABIA			12%		-1
POLAND			10%		+1
CHILE			9%		+4
HUNGARY			5%		-1
INDIA			5%		-1
MEXICO			5%		+2
SWEDEN			5%		+1
AUSTRALIA			4%		-1
CANADA			4%	=	
GREAT BRITAIN			4%		-1
TURKEY			4%		+1
GERMANY			3%		-1
MALAYSIA			3%	=	
RUSSIA			3%		+2
US			3%		+1
ISRAEL			2%		-1
SPAIN			2%	=	
BELGIUM			1%	=	
BRAZIL			1%	=	
FRANCE			1%	=	
ITALY			1%	=	
JAPAN			1%	=	
PERU			1%		+1
SERBIA			1%	=	
SOUTH AFRICA			1%	=	
SOUTH KOREA			1%	=	
ARGENTINA			*		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor









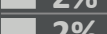












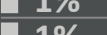
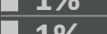



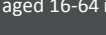
17 | ACCESS TO CREDIT

Which three of the following topics do you find the most worrying in your country?

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

WORLD		 2%	=	
CHINA		 6%	▼	-5
RUSSIA		 5%	▲	+2
SAUDI ARABIA		 5%	=	
POLAND		 4%	▲	+1
CANADA		 3%	▲	+1
SWEDEN		 3%	▲	+2
ARGENTINA		 2%	▲	+1
AUSTRALIA		 2%	=	
BELGIUM		 2%	▼	-2
BRAZIL		 2%	▲	+1
CHILE		 2%	=	
HUNGARY		 2%	▼	-2
ISRAEL		 2%	=	
ITALY		 2%	=	
MALAYSIA		 2%	▼	-1
SOUTH KOREA		 2%	=	
SPAIN		 2%	▲	+1
FRANCE		 1%	=	
GERMANY		 1%	▼	-1
GREAT BRITAIN		 1%	▼	-1
INDIA		 1%	=	
JAPAN		 1%	▼	-1
MEXICO		 1%	▼	-1
PERU		 1%	▼	-1
SOUTH AFRICA		 1%	=	
TURKEY		 1%	▼	-2
US		 1%	=	
SERBIA		 *	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor



METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 20,787 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 24th 2018 and September 7th 2018.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, China, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.



APPENDIX

FOR MORE INFORMATION

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